



Ontario

Ministry of Industry and Tourism
Province of Ontario
Hearst Block, 900 Bay Street
Toronto, Canada
M7A 2E6

Interested companies can contact their nearest Ontario Area Field Office Small Business Operations Division for application assistance.

Brockville

143 Parkedale Avenue
BROCKVILLE, Ontario
K6V 6B2 (613) 342-5522

Hamilton

Suite 601,
20 Hughson Street S.
HAMILTON, Ontario
L8N 2A1 (416) 527-3194

Kingston

Suite 308,
1055 Princess Street
KINGSTON, Ontario
K7L 5T3 (613) 546-1191

Kitchener

Suite 507,
305 King Street W.
KITCHENER, Ontario
N2G 1B9 (519) 744-6391

London

Suite 607,
195 Dufferin Avenue
LONDON, Ontario
N6A 1K7 (519) 433-8105

North Bay

Northgate Plaza
1500 Fisher Street
NORTH BAY, Ontario
P1B 2H3 (705) 472-9660

Orillia

Sterling Trust Building
2nd Floor, Box 488
73 Mississauga St. E.
ORILLIA, Ontario
L3V 6K2 (705) 325-1363

Ottawa

Suite 404
56 Sparks Street
OTTAWA, Ontario
K1P 5A9 (613) 566-3703

Owen Sound

Suite 104, Nor-Towne Plaza
1131 Second Avenue E.
OWEN SOUND, Ontario
N4K 2J1 (519) 376-3875

Peterborough

139 George Street N.
PETERBOROUGH, Ontario
K9J 3G6 (705) 742-3459

St. Catharines

Suite 401, Prov. Gas Bldg.
15 Church Street
ST. CATHARINES, Ontario
L2R 3B4 (416) 684-2345

Sault Ste. Marie

120 Huron Street
SAULT STE. MARIE,
Ontario
P6A 5N7 (705) 253-1103

Sudbury

767 Barrydowne Road
SUDBURY, Ontario
P3A 3T6 (705) 560-1330

Thunder Bay

Ontario Government Bldg.
Box 5000, 3rd Floor
435 James Street South
THUNDER BAY, Ontario
P7C 5G6 (807) 475-1325

Timmins

Suite 200,
273 Third Avenue
TIMMINS, Ontario
P4N 1E2 (705) 264-5393

Toronto

Suite 480
5 Fairview Mall Drive
WILLOWDALE, Ontario
M2J 2Z1 (416) 491-7680

Windsor

New Consolidated Building
250 Windsor Avenue,
Room 227
WINDSOR, Ontario
N9A 6V9 (519) 252-3475

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**Launching
a new product?
We'll get you
off the ground.**



Ontario

Ministry of
Industry and
Tourism

Hon. Larry Grossman
Minister,
L.R. Wilson
Deputy Minister

What we'll do for you

If you're ready to launch a new product, but lack sufficient funds, the Ontario Government will help you get it off the ground. New products are only given a single chance for success. The promotional strategy must be as innovative as the product itself. In a small business when money is tight . . . which is most of the time . . . the first areas to suffer are advertising, sales literature, and packaging.

If you run a Canadian-owned manufacturing company based in Ontario, we will provide financial assistance — 75% coverage up to a maximum of \$7,500! — and guidance to help you secure the right promotional material. With the help of experts from the private sector, we will provide you with design assistance for promotional packaging and sales literature. This will give your new product the high profile needed to reach fresh markets and a fighting chance to make it.

Let's talk about your product

If you have a new and innovative product, well-designed with sound commercial potential, we're ready to listen to you. Your product must have a minimum, realistic sales potential of \$100,000 in the first year. This goal must be

supported by a sound marketing plan and backed up with acceptable data. The promotional project must be completed within one year from the approval date, and commercially exploitable within a further one year from project completion.

What we need from you

1. A sound marketing plan identifying:
 - a) your market territory
 - b) market potential
 - c) completion
 - d) market shareWe offer you free professional assistance in designing this marketing plan.

2. Assurance of your company's managerial capabilities in marketing, finance, and production.

Financial assistance

The government's share of financial assistance for all approved projects is 75%, to a maximum of \$7,500. For example, for a fee of only \$2,500 you can receive \$10,000 worth of promotional material. The participating company will be reimbursed for the project following completion.

The applicant's final project report and official invoices must be submitted for reimbursement.

Progress payments are available through special arrangements.

For your protection

1. The applicant retains title to patents, designs, technical data, and materials. It is the applicant's responsibility to see that the project does not infringe on existing patents, copyrights, trademarks, industrial design or other intellectual property.
2. Any licensing, manufacturing or further development **outside the province** must be approved by the Ministry.

3. Appropriate approvals must be obtained to show that the product conforms to all mandatory regulations of the marketplaces in which the product will be sold.

How to apply

Call or write us at the nearest Ministry office. We'll outline in further detail the information we require, and arrange an appointment to visit your office. As the funds for this program are in constant

demand, we urge you to consider all the advantages and take action now.

Let's talk business, we're here to help.
YOUR ONTARIO GOVERNMENT